

## CLAIMS:

1. An interactive computer based system for review of product designs, patterns  
and/or colors, such as wall covering, surface covering or floor covering designs,  
5 comprising a computer controlled internet-based interactive communications site for  
electronically communicating to a multiplicity of pre-qualified subscribers one or more  
product designs in combination with a standardized rating scale for indicating the  
likelihood of use of said designs and thereafter electronically retrieving from at least a  
portion of said subscribers scaled rating responses for at least a portion of said designs  
10 whereby the likelihood of use of said at least a portion of said designs may be  
estimated.

2. The system as recited in claim 1, wherein said subscribers are selected from the  
group consisting of professionals within the architectural and design communities.

3. The system as recited in claim 1, including an alert system for alerting said  
subscribers when new product designs are available for review.

4. The system as recited in claim 3, wherein said alert system comprises an e-mail  
20 delivery system.

5. The system as recited in claim 1, wherein said one or more product designs are electronically communicated as printable web documents to computers operated by said subscribers.

6. The system as recited in claim 5, wherein said printable web documents include  
5 embedded print commands activatable by said subscribers.

7. An interactive computer based system for review of floor covering designs, comprising a computer controlled internet-based interactive communications site for electronically communicating to a multiplicity of pre-qualified subscribers one or more  
10 floor covering designs in conjunction with a ballot style rating scale including a plurality of selectable response menu items indicating varying levels of likelihood of use of said one or more floor covering designs wherein only a single menu item may be selected for each design such that a single rating selection may be made by each of said subscribers and transmitted back to the Web site for each of said one or more floor  
15 covering designs whereby the likelihood of use of said one or more floor covering designs may be estimated.

8. The system as recited in claim 7, wherein said system includes a computer based program for tabulating and storing responses from said subscribers.

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9. The system as recited in claim 7, wherein said subscribers are selected from the group consisting of professionals within the architectural and design communities.

10. The system as recited in claim 7, including an alert system for alerting said subscribers when designs are available for review.

11. The system as recited in claim 10, wherein said alert system comprises an e-mail  
5 delivery system.

12. The system as recited in claim 7, wherein said one or more floor covering designs are electronically communicated as printable web documents to computers operated by said subscribers.

13. The system as recited in claim 12, wherein said printable web documents include embedded print commands activatable by said subscribers.

14. The system as recited in claim 7, further comprising means for said subscribers  
15 to enter individualized comments concerning said one or more floor covering designs.

15. An interactive computer based system for review of product designs, patterns and/or colors comprising a computer controlled internet-based interactive communications site for electronically communicating to a multiplicity of pre-qualified  
20 subscribers one or more product designs in conjunction with a ballot style rating scale including a plurality of selectable response menu items indicating varying levels of likelihood of use of said one or more product designs wherein only a single menu item may be selected for each design such that a single rating selection may be made by

each of said subscribers and transmitted back to the Web site for each of said one or more product designs whereby the likelihood of use of said one or more product designs may be estimated, the system further comprising means for said subscribers to enter individualized comments concerning said one or more product designs and an  
5 interactive electronic shopping cart accessible by said subscribers for ordering physical samples and/or products incorporating said one or more product designs.

16. The system as recited in claim 15, wherein said system includes a computer based program for tabulating and storing responses from said subscribers.

17. The system as recited in claim 15, wherein said subscribers are selected from the group consisting of professionals within the architectural and design communities.

18. The system as recited in claim 15, including an alert system for alerting said  
15 subscribers when new product designs are available for review.

19. The system as recited in claim 18, wherein said alert system comprises an e-mail delivery system.

20. The system as recited in claim 15, wherein said one or more product designs are electronically communicated as printable web documents to computers operated by  
20 said subscribers.

21. The system as recited in claim 20, wherein said printable web documents include embedded print commands activatable by said subscribers.

22. A method of evaluating the potential market acceptance of one or more floor covering designs with the assistance of pre-qualified associates, the method comprising:

electronically communicating to a multiplicity of pre-qualified associates one or more floor covering designs in combination with a standardized rating scale comprising a plurality of selectable responses indicating varying levels of likelihood of use of said one or more floor covering designs;

electronically receiving from at least a portion of said associates their selected responses indicating the likelihood of use of said one or more floor covering designs; and

tabulating and archiving the selected responses received from said associates.

23. The method as recited in claim 22, wherein said associates are selected from the group consisting of professionals within the architectural and design communities.

24. The method as recited in claim 22, wherein the electronically communicating and electronically receiving steps are carried out over the internet.

25. The method as recited in claim 24, wherein said one or more floor covering designs are electronically communicated to computers operated by said associates in the form of printable web documents.

5 26. The system as recited in claim 25, wherein said printable web documents include embedded print commands activatable by said subscribers.

27. A method of evaluating the potential market acceptance of one or more floor covering designs with the assistance of pre-qualified associates, the method comprising:

10 providing an interactive web site for the communication and receipt of data via the internet ;

15 electronically communicating to a multiplicity of pre-qualified associates web documents illustrating one or more floor covering designs in combination with a standardized rating scale comprising a plurality of selectable responses indicating varying levels of likelihood of use of said one or more floor covering designs;

electronically receiving from at least a portion of said associates responses indicating the likelihood of use of said one or more floor covering designs; and

tabulating and archiving the selected responses received from said associates,

20 wherein the electronically communicating and electronically receiving steps are conducted through said interactive web site.

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